

News Release

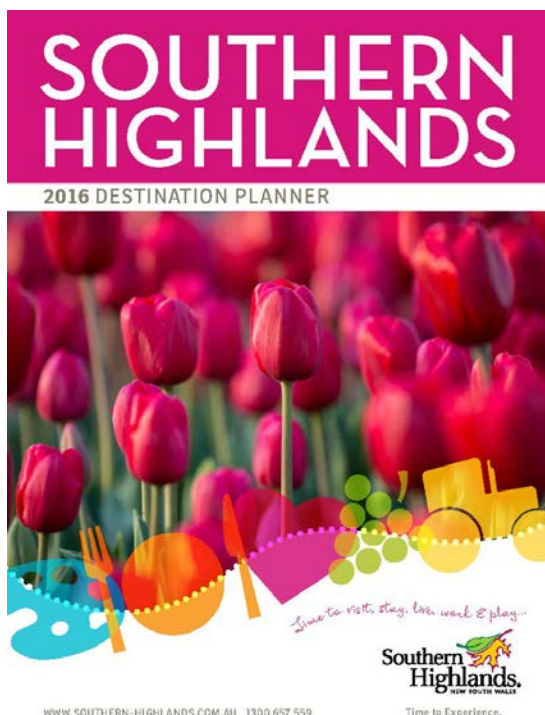
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EMBARGO**3 February 2016**

NEW INTERACTIVE DESTINATION PLANNER & MAP

Wingecarribee Shire Mayor Councillor, Larry Whipper today launched the regions 2016 ***Southern Highlands Destination Planner & Map*** at the new Southern Highlands Welcome Centre in Mittagong. The regions new look 'official' destination guides will play a major part in the ongoing promotion and positioning of the Southern Highlands as a major regional tourism destination and a place to live and work.



Mayor Whipper said “The new ***Destination Planner & Map*** not only looks refreshing, bright and colourful, led by a striking front cover image, but thanks to the support of our local tourism industry, education and business sector the 78 page guide is literally filled to the brim with everything the Southern Highlands has on offer. This year readers will find these publications to be more engaging and interactive and they been literally brought to life through the use of QR Codes linked to short video clips or GPS directional image tags, which will provide readers with GPS directions to key tourism locations in the region plus introduce our locals where they can provide inside tips, stories and invite readers to visit or relocate now.”

Steve Rosa, Manager Destination Southern Highlands explained, “these new and important publications will allow visitors to connect and build a relationship with the people managing or running our regions industry products and experiences. People now have a huge appetite for all things ‘digitally smart’, and we have pushed the boundaries to integrate new technology with traditional print media in an effort to provide people with the best available research and communication tools when planning their next possible Southern Highlands short break visit or potential relocation to live and work in the Southern Highlands.”

Another major initiative in this year's Planner & Map is the introduction of new drive videos for the four (4) Tourist Drives within the region of Tourist Drive 14, 15, 16 & 17. Readers will now be able to take a front seat experience behind the wheel from their own lounge room and experience all the beautiful vistas and attractions of the four drives when they use their QR code reader from their smart phone or tablet or alternatively by viewing them on the new Visit Southern Highlands You Tube Channel.

The publications also provide a platform for directing potential visitors to the regions official website managed by Destination Southern Highlands: www.southern-highlands.com.au This new responsive website is a vital planning and conversion tool for the region whereby potential visitors can confirm their interest and make real time on-line bookings.

The 2016 ***Southern Highlands Destination Planner and Map*** will be available for request as an enquiry fulfillment piece and as a digital 'flipbook' from the Destination Southern Highlands website. Potential visitors living or transiting through NSW will also be able collect the publications from all NSW Visitor Information Centres, Destination New South Wales and Tourism Australia (both here and overseas). The publications will serve as the primary fulfillment pieces and will now appear in all Welcome Packs to new residents distributed by Council and the new Southern Highlands Welcome Centre. In addition, the publications will be used at trade and promotional events attended by Destination Southern Highlands & Wingecarribee Shire Council.

The 2016 ***Southern Highlands Destination Planner and Map*** will provide our region with two key selling tools that will motivate and persuade our key target markets of Sydney, Canberra & South Coast (over 6 million people) to make a visit in 2016 and beyond. Local residents are also encouraged to pick up a copy of the new publications at the Southern Highlands Welcome Centre in Mittagong so that they can be better aware of what's in their own backyard and share the publications with their visiting friends and relatives.

Further information can be obtained by contacting Destination Southern Highlands on 02 4871 2888, or email to trish.bow@wsc.nsw.gov.au

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FOR HIGH RES IMAGES PLEASE CONTACT

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